

3.0 PLANNING CONTEXT

3.1 Planning Guidance

Planning Context

The statutory development plan for the project comprises The London Plan (2011) and the Camden Local Development Framework (LDF) (2010) which includes the 'Core Strategy' and 'Development Policies' (2010). In addition there are various supplementary planning and guidance documents which are relevant to the project and have been taken into account as part of the design process. The following section provides an overview of the planning policy framework which is discussed in more detail in the Planning Statement.

National Planning Policy Framework (NPPF) (2012)

In March 2012 the Government published the National Planning Policy Framework (NPPF) which forms a key part of the Coalition's reforms to make the planning system less complex and more accessible, to protect the environment and to promote sustainable growth.

The overarching objective of the NPPF is for the planning system to contribute to the achievement of sustainable development which is defined as comprising three dimensions from which the planning system needs to perform a number of roles, namely: an economic role; a social role; and an environmental role.

At the heart of the NPPF is a presumption in favour of sustainable development which is identified as a golden thread running through both the plan-making and decision making process.

The London Plan (2011)

The current London Plan published in July 2011 forms part of the statutory development plan for the area and provides the strategic framework for the boroughs along with the Mayor's planning policies for the capital. The London Plan sets out the Mayor's overarching vision that London should: 'excel among global cities – expanding opportunities for all its people

and enterprises, achieving the highest environmental standards and quality of life and leading the world in its approach to tackling the challenges of the 21st century, particularly that of climate change' (Para. 1.52).

Building upon this vision the Plan sets out six key objectives for London as follows:

- A city that meets the challenges of economic and population growth;
- An internationally competitive and successful city
- A city of diverse, strong, secure and accessible neighbourhoods;
- A city that delights the senses;
- A city that becomes a world leader in improving the environment; and
- A city where it is easy, safe and convenient for everyone to access jobs, opportunities and facilities.

Building on the above a key theme of the London Plan is delivering sufficient new homes in order to meet local and strategic needs through the efficient use of land in accessible locations. The Plan provides guidance on various aspects of housing development including: density; design quality; sustainability / energy; transport; and affordable housing.



Camden Core Strategy and Development Policies (2010)

The Core Strategy and Development Policies form the central part of Camden's Local Development Framework (LDF) and set out the Council's strategic vision for the borough and how this will be achieved through the development management process.

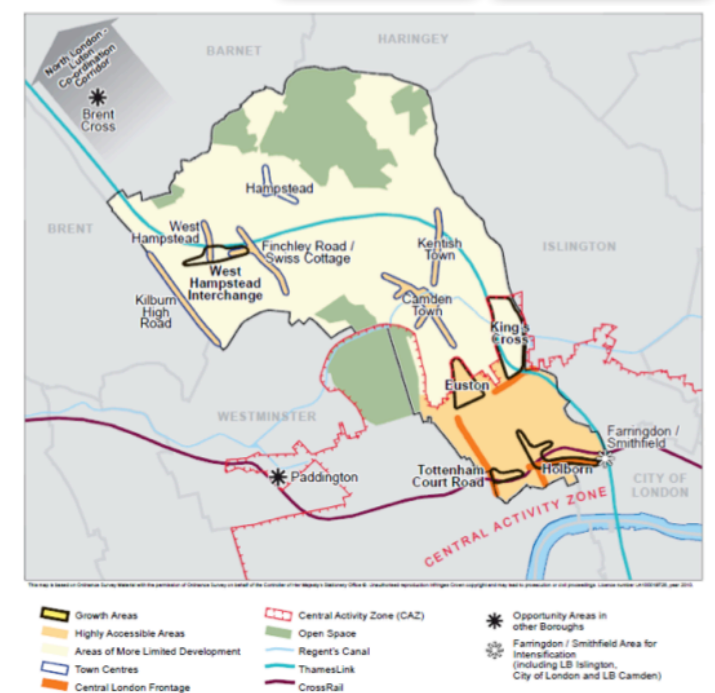
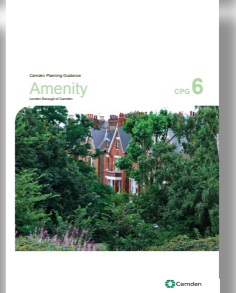
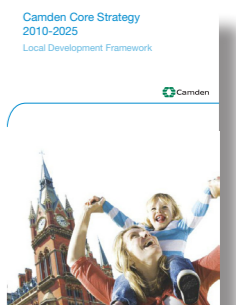
Agar Grove is not allocated for any specific land-use or development proposal in the Local Development Framework Proposals Map (2010) with the exception of an area in the north-west quadrant which is identified as 'Public Open Space'. In addition, the strategic viewing corridors from Kenwood and Parliament Hill to St Paul's pass just inside the eastern and western boundary of the site.

The site falls just beyond the 'Kings Cross Growth Area' on the edge of the Camden Town Highly Accessible Area.

The LDF identifies housing as a priority land-use for the borough and states that the Council will seek to maximise the supply of additional housing to meet or exceed the borough target of 5,950 homes between 2007-2017 including by minimising the net loss of existing homes and affordable housing.

The policy seeks to secure high-quality affordable housing for Camden households who are unable to access market housing by: seeking that 50% of the borough-wide housing target is provided as affordable housing; seeking the maximum reasonable amount of affordable housing on individual sites with a target of 50% of the total addition to housing floorspace (with a guideline split of 60:40 social rent to intermediate housing); and regenerating Camden's housing estates.

The LDF sets out a range of detailed policies in respect of new development covering issues including: design; open space; housing mix and tenure; sustainability; and transport. The LDF is also supported by a suite of supplementary guidance which provides further detail on the application of the Council's planning policies.



3.1 Protected Views

London View Management Framework (LVMF)

The London Plan identifies a list of strategic views which include significant buildings or urban landscapes that help to define London at a strategic level.

Within the designated views the Mayor has identified landmarks that make aesthetic, cultural or other contributions to the view along with 'Strategically Important Landmarks' that make a very significant contribution to the image of London.

Vistas towards the Strategically Important Landmarks are protected by the designation of 'Landmark Viewing Corridors' and 'Wider Setting Consultation Areas'. These elements together form a 'Protected Vista' which require management appropriate to its potential impact on the viewers' ability to recognise and appreciate the Strategically Important Landmark.

Detailed guidance on how the impacts of development on strategic views is provided in the Mayor of London's 'London View Management Framework' Supplementary Planning Guidance (March 2012).

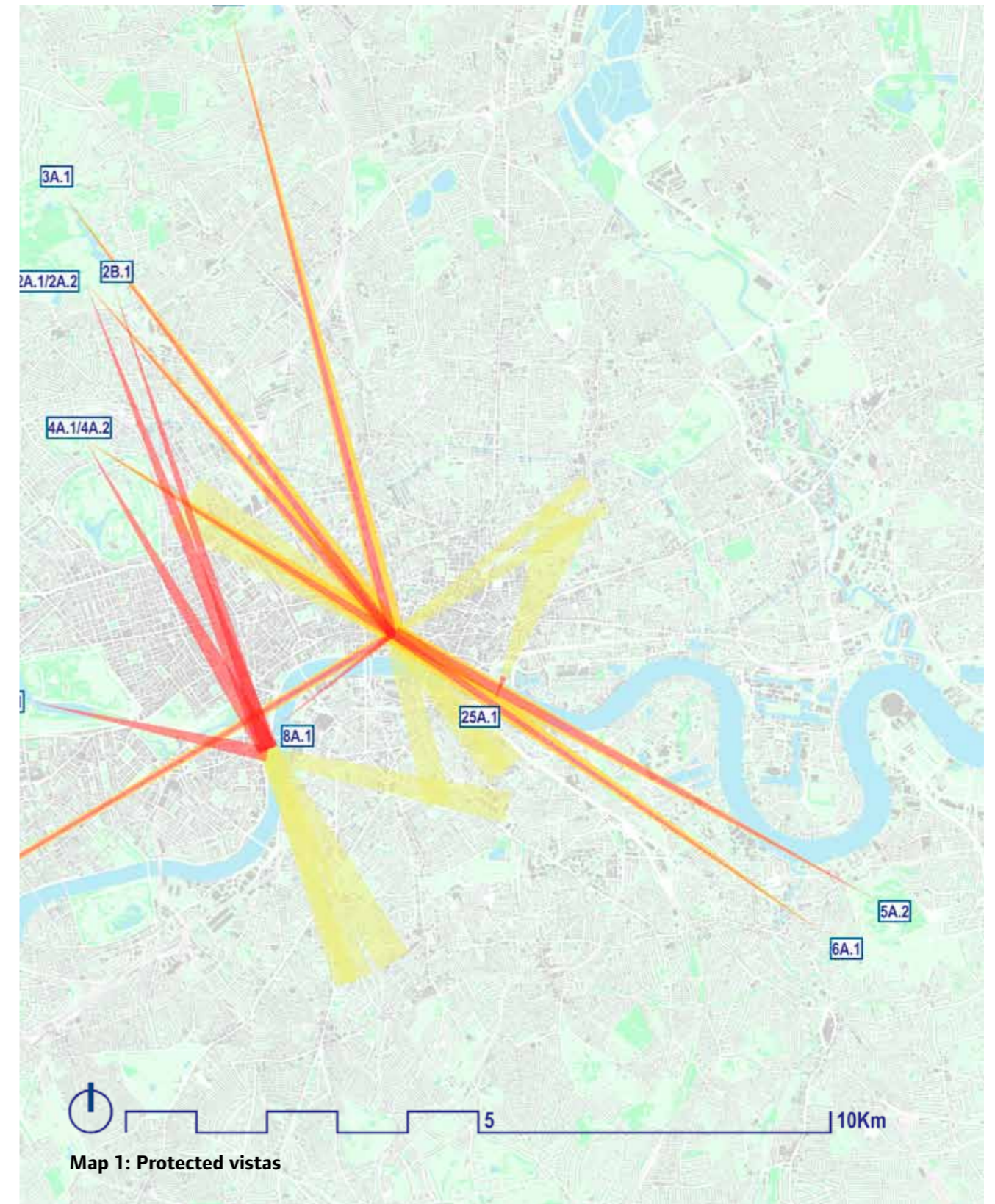
As illustrated below the application site falls within the London Panoramas of 'Parliament Hill to Central London' and 'Kenwood to Central London'. In addition, the Protected Vista from Parliament Hill to St Paul's Cathedral (View 2A.1) passes just within the south-western boundary of the site (Wider Setting Consultation Area only) and the Protected Vista from Kenwood to St Paul's Cathedral (View 3A.1) (Wider Setting Consultation Area and Landmark Viewing Corridor) passes within the eastern boundary of the site.

As set out in the SPG London Panoramas provide views of central London and its suburbs from elevated public open spaces. Development, as seen from above or obliquely in the front and middle ground, should fit within the prevailing pattern of buildings and spaces and should not detract from the Panorama as a whole (para. 59).

The London Panorama's include either the Palace of Westminster or St Paul's Cathedral as their focus which represent the cultural landmarks that help promote London at a strategic level whilst also providing orientation and legibility within the panorama. Within

the panorama the Protected Vista ensures that the ability to recognise and appreciate the landmark is preserved or enhanced (para 60).

Development in the foreground, middle ground or background of a London Panorama should provide an appropriate setting for the Strategically Important Landmark by not crowding in too close to them and by not contributing to a canyon effect either side of the Protected Vista (par. 61).



3.1 Protected Views

London Panorama: Parliament Hill and View 2A.1

The summit of Parliament Hill provides panoramic views across a wide span of London and two assessment points are identified at the summit: 2A.1 towards St Paul's Cathedral and 2A.2 towards the Palace of Westminster.

The LVMF notes that the topography of London frames the silhouette of the city and that the viewer can see a number of complementary and prominent elements, in particular the tall buildings in the City's financial district and the aggregation of taller buildings at Docklands. St Paul's Cathedral is set within a miscellany of buildings, in both its foreground and background, but some development in the background diminishes the viewer's ability to recognise and appreciate the landmark particularly in poor weather conditions.

Key landmarks in the panorama include:

- St Paul's Cathedral (Strategically Important Landmark)
- Palace of Westminster (Strategically Important Landmark)

- BT Tower (grade II listed)
- The Shard

Also in the view:

- Caledonian Market Clock Tower (grade II listed)
- Canary Wharf
- Broadgate Tower
- City cluster of tall buildings
- London Bridge cluster of tall buildings
- St Pancras Station (grade I listed)
- Euston Tower

The LVMF notes that the panorama is sensitive to large-scale development in the foreground and middle ground and that St Paul's Cathedral and its western towers should be recognisable in the panorama.



3.1 Protected Views

London Panorama: Kenwood and View 3A

Kenwood House is considered the finest 18th Century house in north London and is set within a landscaped estate bordering Hampstead Heath. The Viewing Place occupies a stretch of parkland that runs into a meadow, which falls away to the south. The panorama includes one Viewing Location at the Kenwood viewing gazebo.

The LVMF notes that the middle ground of the panorama consists of a wooded ridge generally free of buildings. There is an abrupt contrast between the parkland in the foreground and middle ground and the modern commercial tower buildings of central London. Hills beyond the City form the background.

St Paul's Cathedral, to the west of the City of London, is seen in front of a cluster of taller buildings at London Bridge, including Guy's Hospital tower and the Shard. The views of the Cathedral dome benefit from an absence of development in the foreground but development behind the dome compromises the viewer's ability to appreciate the landmark.

Key landmarks in the panorama include:

- St Paul's Cathedral (Strategically Important Landmark)
- Palace of Westminster (Strategically Important Landmark)
- The London Eye
- BT Tower (grade II listed)
- The Shard

Also in the view:

- Broadgate Tower
- 30 St Mary Axe
- Guy's Hospital
- Centre Point
- Euston Tower

The LVMF states that development above the threshold plane of the Landmark Viewing Corridor to St Paul's Cathedral would comprise the viewer's ability to recognise the landmark and should be refused. Following on from this it states that the view is particularly sensitive to development breaching the tree line in the middle ground, as it would inhibit views of the panorama.

